

AMERICAN NURSES CREDENTIALING CENTER

CELEBRATE CERTIFIED NURSES

MARCH 19, 2020

RESOURCE TOOLKIT

About Certified Nurses Day™

Certified Nurses Day™ is an annual day of recognition for and by health care leaders dedicated to nursing professionalism, excellence, recognition, and service. Every March 19, employers, certification boards, education facilities, and health care providers celebrate and publicly acknowledge nurses who earn and maintain the highest credentials in their specialty. Certified Nurses Day honors nurses worldwide who contribute to better patient outcomes through national board certification in their specialty.

More than 70 organizations participated in the first Certified Nurses Day by signing the proclamation and sponsoring annual events, including:

- Accreditation Board for Specialty Nursing Certification (ABSNC)
- National Organization for Competency Assurance
- American Nurses Credentialing Center
- Canadian Nurses Association

Certified Nurses Day is the perfect opportunity to invite all nurses to advance their career by choosing certification.



Certified Nurses Day™ occurs every March 19, the birthday of Dr. Margretta "Gretta" Madden Styles, RN, EdD, FAAN, one of the greatest leaders in the field of nursing certification. She recognized the critical importance of credentialing long before broad awareness of its value existed; her work greatly affected the nursing profession. Dr. Styles architected the first comprehensive study of nurse credentialing in the 1970s. She then pioneered the development and implementation of standards and credentials for nurses.

In the 1980s, she spearheaded the definitive work of the International Council of Nurses (ICN) on nursing regulation. Dr. Styles was a driving force behind the creation of the American Nurses Credentialing Center (ANCC); she advanced nurse certification services and programs across the US and abroad.

MARGRETTA STYLES FUND FOR CREDENTIALING RESEARCH

ANCC sponsors research grants to investigate the relationship of nurse credentialing to quality outcomes in health care. The current award is \$25,000.

 [Learn About Credentialing Research Grants](#)

 [American Nurses Foundation \(FND\) Margretta Madden Styles Credentialing Funding Grant](#)



How to Celebrate

Become a success story by using proven strategies and convenient tools to garner visibility and gratitude for the certified nurses in your workplace and community.

CELEBRATION ACTION PLAN

THEMES: PROFESSIONALISM, EXCELLENCE, RECOGNITION, AND SERVICE

EMPLOYERS

Provide public recognition among colleagues and patients

- Issue a press release to local news outlets (newspapers, radio, television).
- Create a nursing honor roll of board-certified nurses. Post in your facility and other public venues.
- Place display ads in newspapers, community newsletters, etc., featuring the nursing honor roll.
- Send a letter of appreciation to each certified nurse in your facility or department.
- Invite certified nurses to lead a certification drive within your facility.
- Sponsor a banquet, tea, or luncheon for certified nurses only.
- Offer gifts, gift certificates, or special bonuses to certified nurses only.
- Provide ribbons and buttons to all certified nurses.
- Display signage throughout your facility to show support for Certified Nurses Day™.

CERTIFIED NURSES

Provide public service to colleagues and patients

- Ask your employer to sponsor education presentations about your specialty for colleagues.
- Deliver presentations at retirement homes, schools, businesses, and other environments where your knowledge and experience will benefit the community.
- Organize a fundraiser, such as a healthy breakfast or car wash, and donate monies to needy populations or the Margretta Styles Fund for Credentialing Research.
- Design a mentoring program in which nurses can share the value of certification, educational opportunities, and career planning, as well as how to uplift morale, increase motivation, and successfully deal with challenges.
- Spread the word! Ensure Certified Nurses Day™ is recognized by the media in your community, by employers, and by your fellow certified nurses.



As part of Certified Nurses Day, ANCC has developed resources to support recognition of certified nurses.

Download and use these assets to craft a consistent and celebratory message to your staff, fellow nurses, and the public.

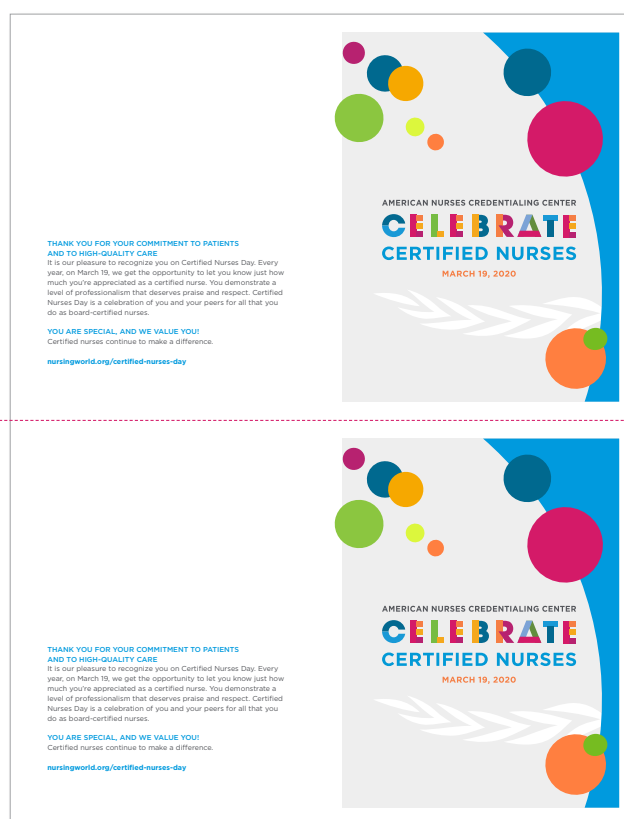
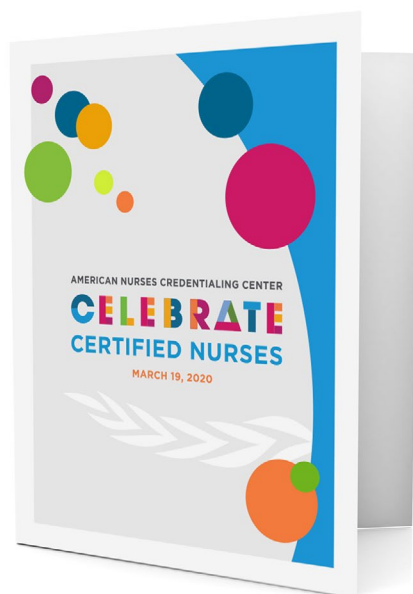
- Thank-You Card
- Certificate of Appreciation
- Email Template
- Letterhead
- Poster
- Online Ads
- Logos
- Facebook Frames
- Press Release
- Recognition Letter
- Getting Certified
- Merchandise

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Thank-You Card

Use this thank-you card to express your gratitude to your certified nurses. The files below can be customized by adding a personalized message and your organization's logo. These can be reproduced on in-house office printers and cut in half, or the files can be used by commercial printers.



Fits standard A2 envelope when cut and folded to 4.25" x 5.5"

High-resolution PDF

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Certificate of Appreciation

Print and distribute this Certificate of Appreciation to show your certified nurses how much you care about them and appreciate the extra steps they have taken to become certified.



High-resolution PDF

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Email Template

This Microsoft Outlook OFT email allows you to send a professionally designed email directly from your inbox to your staff and organization. We've included messaging you can use, then personalize to make it your own.



Microsoft Outlook OFT

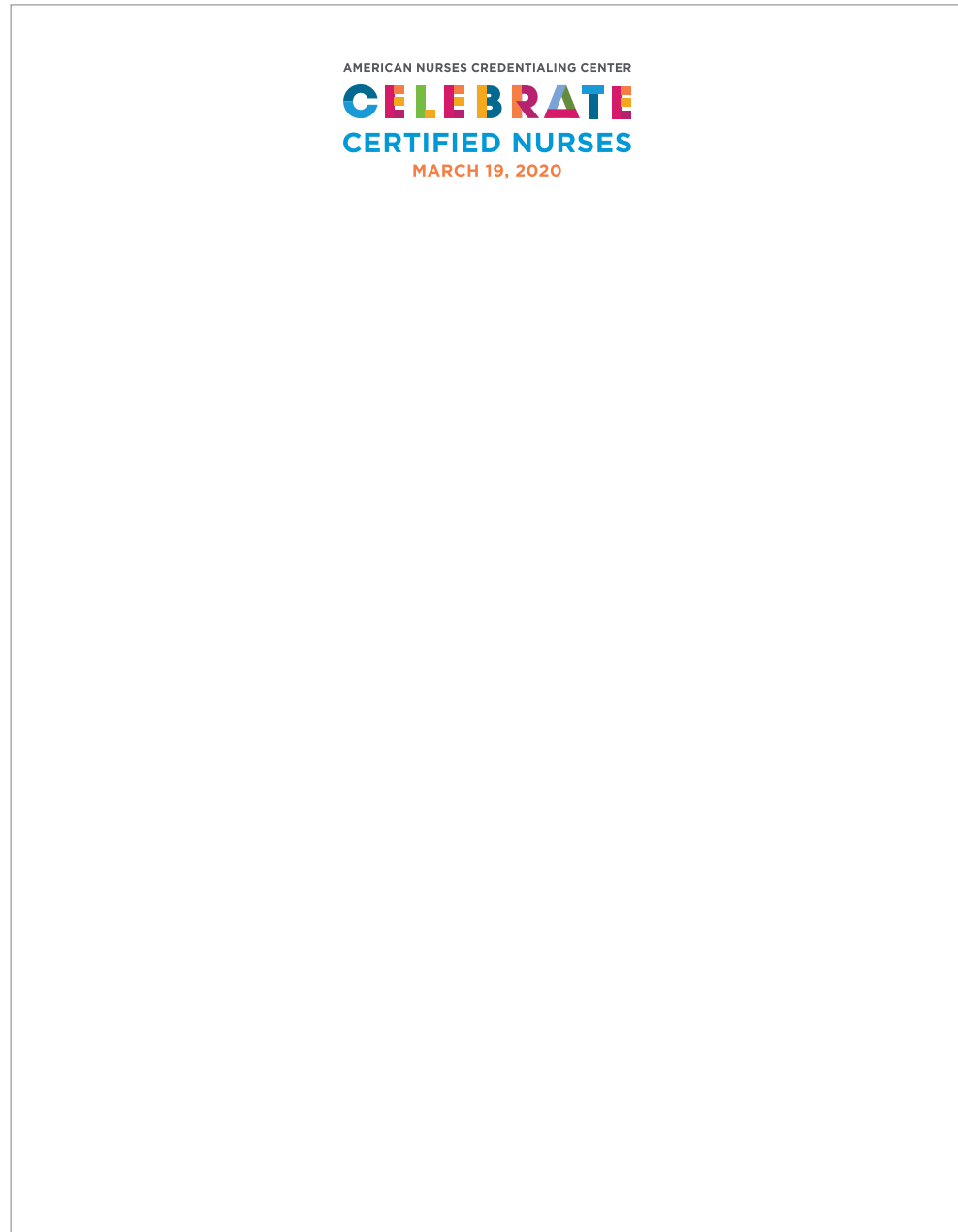
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Letterhead

Showing support from the leadership team is an important part of Certified Nurses Day, and this letterhead can be used to communicate with both internal and external audiences about topics and recognitions tied to this event.



Microsoft Word template

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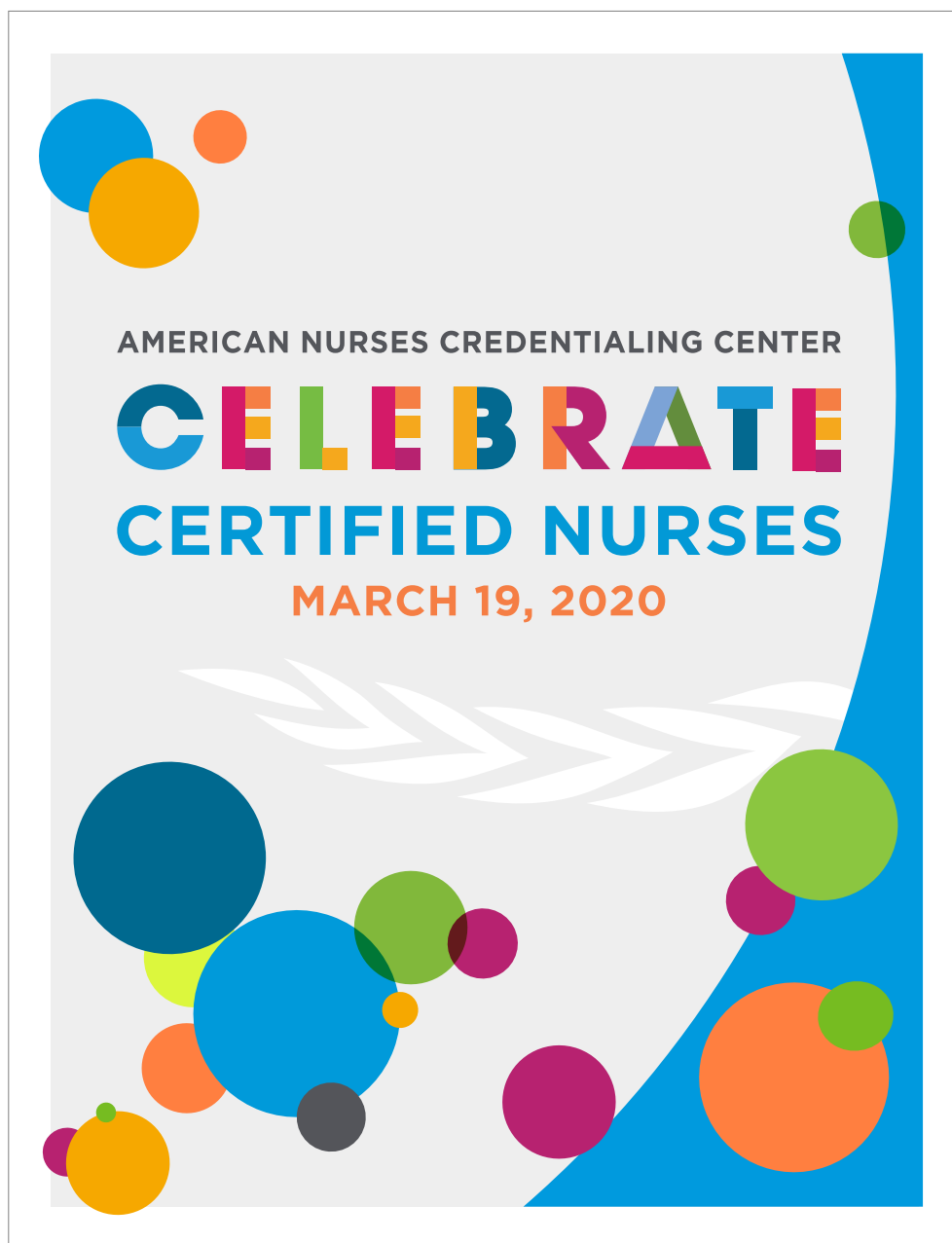


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Poster

This 8.5" x 11" poster can be printed on your office printers and displayed throughout your facility to spread awareness about Certified Nurses Day™.



High-resolution PDF

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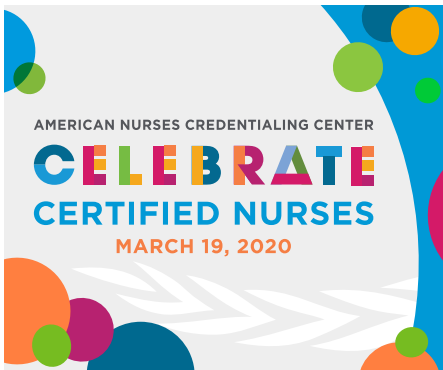
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Online Ads

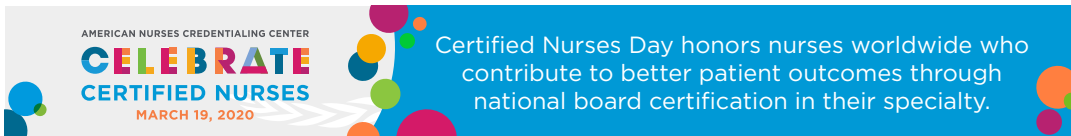
ANCC has created five standard ad sizes for you to use on your organization’s website and social media platforms to promote Certified Nurses Day™.



Medium rectangle, 180x150



Rectangle, 300x250



Leaderboard, 728x90



Skyscraper, 160x600



Hero, 1600x600

JPEG

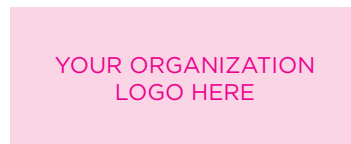
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Logos

The Certified Nurses Day™ logo was developed by ANCC as the main visual graphic for this day of recognition. Use the original version or the partner lock-up version to help promote initiatives in your organization.



EPS, PNG, JPEG, SVG

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USE OF WEBSITE, LOGO(S), AND RELATED TOOLS/CONTENT

The Certified Nurses Day™ (CND) official website will be hosted by the American Nurses Association. Certified Nurses Day™ is a trademark of the American Nurses Credentialing Center (ANCC). All rights reserved. The logo may be used on the website of project supporters/partners, provided that:

- It is not used on any page selling products or service.
- The Certified Nurses Day logo does not appear larger than the organization's own logo.
- It is used in a way that directly supports, celebrates, or encourages certified nurses, in a noncommercial way.

ANCC encourages use of the website and the Certified Nurses Day name, logo, and materials for not-for-profit promotion of certified nurses and certification.

Supporters and partners are defined within this agreement as individuals, organizations, and corporations that have contractually bound themselves to this agreement and all terms herein.

The Certified Nurses Day logo is not to be used on products or services that are to be sold, without prior written permission from the trademark owner.

The Certified Nurses Day logo is not to be placed on any physical item (coffee cups, clothing, specialty pins, etc.), whether for sale or for free distribution, in the presence of any other logo or signifying marks (without advance permission in writing from trademark owner). Official Certified Nurses Day merchandise can be purchased through the Certified Nurses Day e-store.

The CND logo may be placed on items that are distributed at no charge and that have no other trademarks, service marks, or other distinguishing marks on the item, other than the Certified Nurses Day logo.

If any incidental profits are realized by the Certified Nurses Day coalition, or in any other respect from the Certified Nurses Day trademarked logo and concept, they will be donated to the Styles Fund for Credentialing Research, targeted to funding research in nursing certification.

Use, copying, and/or downloading of the Certified Nurses Day logo constitutes acceptance of the terms of this contract and all terms and conditions as expressed above.



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Facebook Frames

Show your pride in being a certified nurse!

- 1** Go to facebook.com/profilepicframes
- 2** Search for “American Nurses Association” frames.
- 3** Choose one of the ANCC Certified Nurses Day frames from the search results. You might need to zoom in or out to fit your photo to the frame. If it doesn’t fit, choose another photo.
- 4** Click “Use as Profile Picture.”

Download the PDF instructions below and distribute to get your staff involved!



PDF instructions

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Sample Press Release

AMERICAN NURSES CREDENTIALING CENTER

CELEBRATE
CERTIFIED NURSES
MARCH 19, 2020

<Date>

For Immediate Release

<Name of Facility> Celebrates Certified Nurses Day on March 19 by Honoring the <# of certified nurses> Board Certified Nurses on Its Staff

<Facility Name> is celebrating Certified Nurses Day, March 19, by honoring its board-certified nurses. The following nurses are being recognized for their professionalism, leadership, and commitment to excellence in patient care:

<Nurse Name # 1>

<Nurse Name # 2>

(and so forth)

<Specialty Certification(s)>

<Specialty Certification(s)>

Board certification of nurses plays an increasingly important role in the assurance of high standards of care for patients and their loved ones. Nursing, like health care in general, has become increasingly complex. While a registered nurse (RN) license provides entry to general nursing practice, the knowledge-intensive requirements of modern nursing require extensive education, as well as a strong personal commitment to excellence by the nurse.

<Name of facility> encourages national board certification for all its nurses. Patients are encouraged to inquire whether there are certified nurses on staff when they visit a hospital or their primary care provider. There are many nursing certification specialties, such as medical-surgical, pediatric, pain management, cardiac vascular, oncology, hospice, case management, emergency nursing, critical care, and many others. Many nursing certification bodies exist to serve the full range of specialized nursing care offered in the contemporary health care system; national nurse-certifying bodies should be accredited by the Accreditation Board for Specialty Nursing Certification (ABSNC) or the National Organization for Competence Assurance (NOCA).

Please join <Name of facility> and the nation's national nursing certification organizations in honoring those hardworking, dedicated nurses for their professionalism and a job well done!

Microsoft Word

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Sample Recognition Letter

AMERICAN NURSES CREDENTIALING CENTER

CELEBRATE
CERTIFIED NURSES
MARCH 19, 2020

Dear <Name of Nurse>:

I would like to take the opportunity of Certified Nurses Day, which is celebrated on March 19, to express the gratitude and esteem that the management of <name of facility> and I feel for your professionalism and leadership in achieving and maintaining national board certification in your nursing specialty.

Board certification is a key factor in the assurance of minimum standards of knowledge, skills, and abilities in nursing specialty practice and contributes to better patient outcomes. National certification allows nurses to be recognized for competence in their specialty. Thank you, <name of nurse>, for allowing us this opportunity to recognize yours.

**Optional* items and recognition ideas to include in letter (if applicable):*

1. We have placed your name on the <name of facility> honor list, displayed in <location in building>.
2. We have placed an advertisement in the <name of local newspaper> recognizing you and your colleagues that are certified.
3. We hope you will accept the attached <gift certificate, chocolate, bonus, specialty certification pin, or other significant item> as a token of our recognition, appreciation, and respect for your professionalism, our way of saying thank you.
4. I would like to take this opportunity to invite you to a <luncheon, tea, banquet, VIP reception with management, etc.> where we will join you in celebrating Certified Nurses Day.

We appreciate what you do to help us continue our growth as health care providers and to always build our skills together to contribute to higher standards of care and better patient outcomes.

With my sincere thanks and regards,

<CNO or other signer's name>
Chief Nursing Officer

Microsoft Word

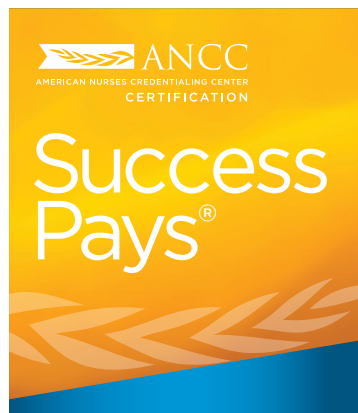
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Get and keep more nurses certified with no financial risk!



Help the nurses in your organization achieve **nursing certification**. Reduce nurses' test-taking anxiety and eliminate financial barriers with the ANCC Success Pays® program. Success Pays now includes certification by exam, certification renewal, and the retired certified nurse recognition program. Nurses are given two opportunities to achieve certification, and you only pay for the ones who pass!

Click below for additional information on how to get and keep more nurses certified for less.

LEARN MORE



Save 25% on all ANCC certifications.*

Use code CND20 through March 31, 2020.

AMERICAN NURSES CREDENTIALING CENTER

CELEBRATE CERTIFIED NURSES

MARCH 19, 2020

*Restrictions apply. No renewals or retests. Initial applications only.

Know someone who might benefit from certification? Ready to take the next step yourself?

The American Nurses Credentialing Center (ANCC) Certification Program will give you the opportunity to advance your nursing career and prove your ability to provide the best patient care. Demonstrate your commitment to nursing with the most respected certification in the profession.

LEARN MORE



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Merchandise

A celebration is not complete without some swag to show your enthusiasm for certified nurses. And don't miss out on merchandise for Year of the Nurse and Florence Nightingale's 200th birthday celebration!

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CELEBRATE
CERTIFIED NURSES

MARCH 19, 2020

**YEAR OF THE
NURSE
2020**

EXCEL • LEAD • INNOVATE

ANA  ENTERPRISE



#FLORENCE200

*Nightingale***200**

CELEBRATING THE FOUNDER OF MODERN NURSING 1820-2020

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